



RESPONSIBLE GAMING ASSOCIATION OF NEW MEXICO 2023 ANNUAL REPORT

About RGANM

- RGANM is a collaboration of most of the state's Native American owned casinos, who work together to promote awareness of problem gambling and the resources that are available across New Mexico.
- The RGANM organized in 1997, just as casino gaming was beginning at the first Native American tribe in the state.
- The New Mexico tribes have been recognized at the forefront of proactive education, prevention and treatment in their voluntary collaboration.
- To date, no other state is known to have a similar organization.



Words from an Industry Expert

“People lose hope when they get the thought that they can't stop compulsive gambling, that this will never stop. But that's not true. What's important is that they understand that it's difficult to do this alone. It's so important that they give themselves the gift of reaching out and getting help.

They can do so by calling the Helpline. If they call, their call is anonymous. We don't know your phone number or your name unless you want to share it. We don't provide that information to anyone. You're going to be greeted by someone who's both educated about problem gambling and is a warm human being who is there to be supportive. You don't have to make any decisions. You don't have to do anything. It's someone to talk to about the situation that you're in.

And if you do want to do something about your situation, they can really help you to get to the resources that are where you live. It's just so important to reach out and get that that helpful hand... that's what the Responsible Gaming Association of New Mexico offers. ”

~ Daniel Blackwood, Executive Director
The Evolution Group. Consultant to RGANM.



2023 Executive Summary Includes

- RGANM policy/overview
- How properties' responsible gaming funds can support tribal behavioral health needs
- Impact following Covid-19
- Research study
- 501-c3 status
- Annual review of outreach



RGANM Policy

Problem gambling is a serious and widely recognized problem and as such, constitutes a threat to the well being of legalized gambling in general.

The purpose of this policy is to reinforce the RGANM's commitment to promoting responsible gaming behavior at Native American casinos throughout New Mexico.



RGANM Policy

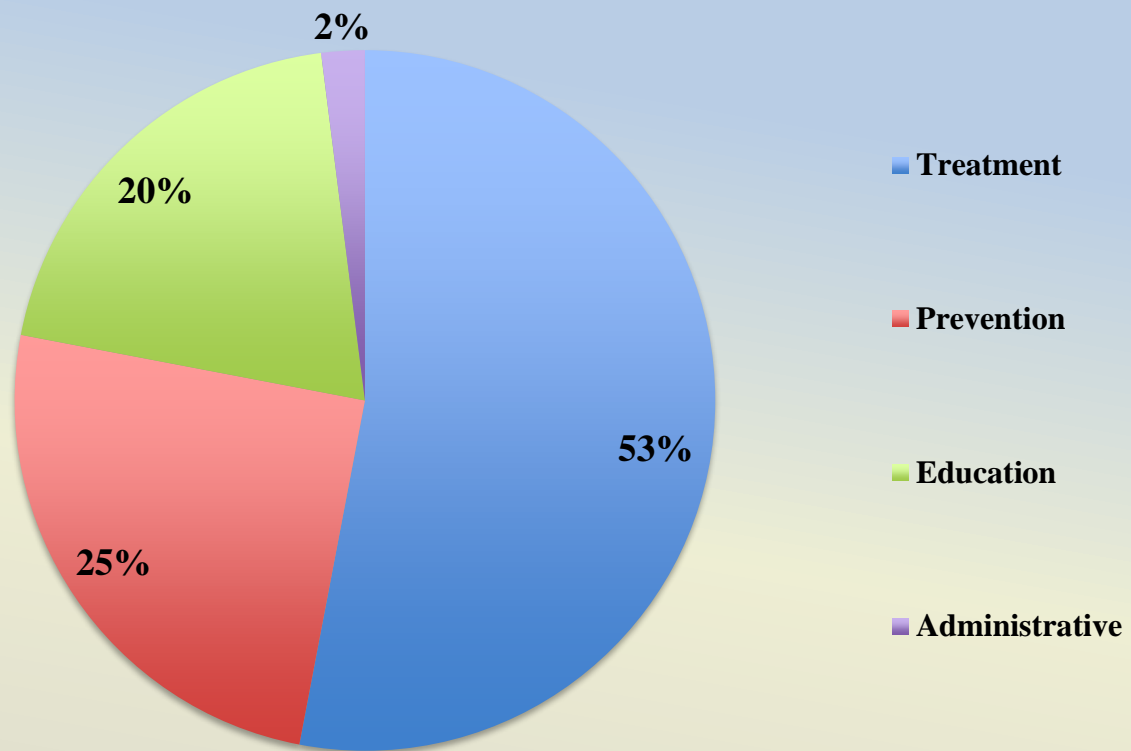
It is the policy of RGANM to

- Conduct its activities in a manner which recognizes the necessity of programs and policies that address this problem in an enlightened and appropriate manner.
- Actively participate in local, state, regional and national programs designated to help alleviate the problem.
- Ensure ongoing training programs for casino personnel to assist in identifying problem gamblers, whether employees or guests.
- Work in cooperation with social agencies and governmental authorities on matters relating to this issue.



RGANM Budget

RGANM Average Annual Budget Percentages



Non-Profit Status

- The association received its 501-c3 status as a non-profit organization in February 2020.
- This allows us to receive discounted rates on some media purchases and to not pay tax on purchases.



2023 Board Changes

- In 2023, we had several new members to the board. With a year behind us, we're working cohesively and setting new goals.
- Our officers include:
 - Shannon Dictson, President; Mescalero Responsible Gaming Program
 - Ryan Riley, Vice President; Laguna Development Corporation
 - Juanita Duran, Treasurer; Isleta Resort and Casino
 - Cheryl Wanya, Secretary; Sky City Casino



2023 Membership

For 2023, following the closure of Apache Nugget Casino and Wild Horse Casino & Hotel, there are 15 casino properties from 11 tribal members:

- Buffalo Thunder Resort & Casino
- Cities of Gold Casino & Hotel
- Camel Rock Casino
- Casino Xpress
- Black Mesa Casino
- Dancing Eagle Casino
- Isleta Resort & Casino
- Mescalero Responsible Gaming Program
- Route 66 Hotel Casino
- Sandia Resort & Casino
- Santa Ana Star Casino Hotel
- Santa Claran Hotel Casino
- Sky City Casino
- Ohkay Hotel Casino
- Taos Mountain Casino



RGANM Efforts

Our efforts are to be a resource to all New Mexicans in these three areas related to problem gambling awareness:

- Prevention
- Education
- Treatment



Collaboration

With the combined resources of our members, RGANM is able to:

- 1) provide much more and broader exposure for this important responsible gaming message;
- 2) fund research on the causes of gaming addictions, to benefit all treatment providers;
- 3) respond to critical news stories;
- 4) collaborate beyond our community borders and provide confidential resources; and
- 5) advocate for responsible, appropriate gambling more effectively than an individual property's separate funds could provide.



Resources for Shared Clients

- Having combined funds and an integrated message, RGANM is able to provide funds for treatment for those affected by problem gambling.
- If this issue was handled only in each separate tribal community, the needs of gamblers who visit many casinos within a few miles of each other might not be addressed.
- Many of our communities are small, causing confidential treatment to not be sought locally; our collaboration provides access to other providers.



Tribal Behavioral Health

- Tribal behavioral health offices may apply for funds through RGANM if treatment services are provided to non-tribal members as well.
- Qualified health providers can also contract with the Preferred Provider Network and receive payment for services rendered.



Prevention

- RGANM supports member casinos in their education and prevention efforts of their employees. Workshops emphasize areas such as: Types of Gamblers, Phases and Impact of Compulsive Gambling, Characteristics of a Problem Gambler, and Available Treatment Resources.
- Each property promotes responsible play in-house as well and all offer a self-ban program for those who choose this action.



Prevention

- In 2018, we began a study of problem gambling in New Mexico, the first study since 2006.
- Since the original study, a rise in online gaming has occurred, and youth raised in an age of electronics and video gaming are now of age to gamble.
- This study, completed in 2019 and published in February 2023 after a delay due to Covid-19, will ensure our prevention and outreach efforts are effective, and provide information to our behavioral health community.
- Link to the study: <https://rb.gy/ugouui>



Prevention

This study surveyed high school youth and adults in NM. Results included:

- 3.5% problem gambling rate in NM adults, above the national norm of 1%. The previous 2006 study reported a 1.1% rate; the 2006 study was a more conservative screening tool than the first in 1996-1998 which reported a 12% rate in New Mexico.
- The rate of problem gaming among NM youth was reported at 3%, lower than the national estimates of 4-5% for youths (internet gaming, compulsive video gaming or casino gaming).
- Education was also a factor; those with high school diploma or GED were more prone, as well as those with unstable housing conditions.



Prevention

Other findings from the study:

- Populations found to be at a higher risk for problem gambling include Native Americans, younger people in the 18-25 age group, men, and those with substance abuse behaviors.
- The recent study found a link between ACEs (adverse childhood experiences) to later addictions (gambling, alcohol, drugs, or sexual addiction).
- In order to educate all New Mexicans, we produced several videos in 2023 to provide more information online.



Education

- Our education effort is a “play responsibly” prevention message, reaching across our state’s large geography to cover as many adults as possible.
- Various media are used, targeting the groups most identified in gambling studies and statewide research.
- We work with a marketing consultant to best use our dollars to accomplish that outreach.



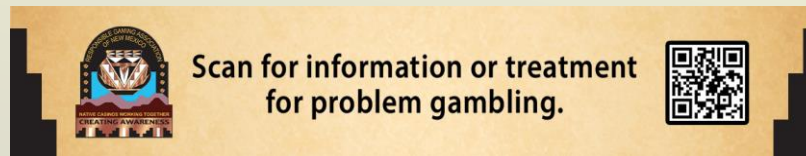
Education: Health Fairs

We provide information and materials and participate at health fairs and events at tribal health offices, casino and community events.



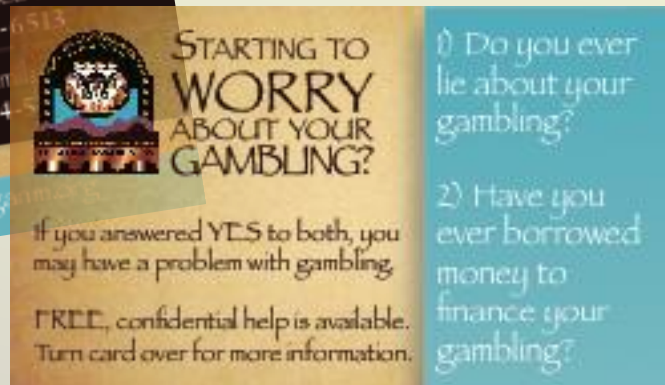
Education: Brochures

- Brochures in English and Spanish have always been available in member properties. In 2023, we began using QR codes to help casino guests access the RGANM.org website for information.



Education: Help Cards

“Two Questions” wallet cards are available in member properties. In 2023, we began moving to QR codes and more signage.



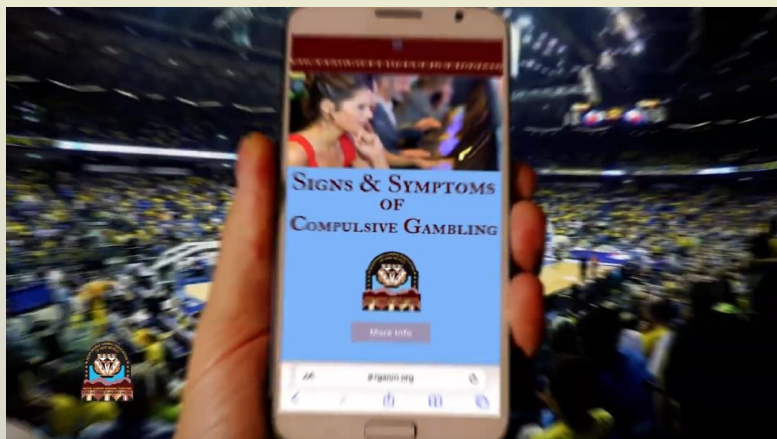
Education: TV

- TV messages are aired across New Mexico (excluding Las Cruces, part of the El Paso DMA) to reach problem gamblers/families but also showing the commitment of member properties
- In 2023, including SuperBowl, NCAA March Madness, and the holidays, our TV PSAs were shown cumulatively to approximately 17,633,700 adults in New Mexico.



Education: TV

- As casinos reopened in 2022, we aired messages promoting health precautions and responsible gaming.
- A new :30 sports-related message was created in 2022, airing on TV and online to educate about sport betting.
- A “Play Responsible” message focusing on the 2 key questions also runs on the TV stations and online.
- Collaboration of member funds allow such broad exposure.



Education: Radio

- We added funds for radio schedules in 2023, to include more messages in sports programming. Schedules air on KKOB News Radio 770/96.3 that reaches much of central New Mexico in UNM Lobo games, NFL games, and right before Isotopes Baseball games.
- We also aired on 2 stations that cover the western Albuquerque area out to Grants to support those properties.
- The RGANM president was a guest on KKOB News Radio in March 2023 for Problem Gambling Awareness Month and on KDSK's radio talk show, a 10-minute segment promoting Responsible Gaming Awareness Week in August 2023.
- As a non-profit, all radio and TV stations are asked to provide additional PSAs at no charge, in conjunction with our paid messages.



Education: Print

- For several years, we ran ads in the Casino Entertainer but it has ceased operation.
- Ads are placed in tribal publications such as this.
- A news release for March's Problem Gambling Awareness Month was carried in several papers and media outlets.



Help for Problem Gambling
In-Person and Tele-Health Appointments Available
Free and Confidential Help Available to All

If you are struggling with a gambling problem, or if you're the partner or loved one of someone affected by problem gambling, free and confidential help is available. The Responsible Gaming Association of New Mexico offers free treatment with tele-health online counseling, as well as local counselors in the Ruidoso and southern New Mexico region.

Whether you live in a town or a rural area, "virtual" sessions provide confidential access to treatment services by trained professionals.

Via the internet, mental health treatment for gambling problems is now available so that everyone can access high quality assistance without having to drive long distances.

To use free tele-health services, you need an internet connection, a private place in your home or at work, and a smart phone, tablet, laptop, or desktop computer with a working microphone and speakers.

Learn more about free, confidential treatment for problem gambling as well as information for family members. The Responsible Gaming Association of New Mexico offers a helpline and calls are answered by a trained treatment provider 24 hours a day. The website, www.RGANM.org, offers information and resources as well.

**RGANM is pleased to support the
Mescalero Responsible Gaming Program.**

888-696-2440
RGANM.ORG



Education: Website

- The website has information pertinent to parents of youth and teens, family members of problem gamblers, and for treatment providers.



Education: Website

- In 2023, the website had more than 20,000 visits from people seeking information about help and the annual conference (an increase from 2022).
- Spanish-language users visited 566 pages.
- While on the site, visitors can use the link to directly call the hotline from a mobile phone.
- Site visitors can link to a service providers' website (Gamblers Anonymous, Gam-Anon, The Evolution Group, Mescalero Responsible Gaming Program, Asian Family Center).



Education: Website

- The website is formatted for tablet and smartphone access since more than 50% of visitors use one to access the site. It is a more private way to seek information.
- In late 2023, a Chat function was added to the website. It connects to the trained staff who answer the 24/7 Helpline and has offered another way for people to reach out for help. In its first month, we received 6 chats and provided information.



Education: Online Marketing

- In 2023, RGANM continued an online ad campaign, showing ads to adults searching for gambling addiction help as well as those who gamble, as a prevention message.
- In 12 months, 5,980,188 digital ads were shown to New Mexicans.
- Of those, 10,376 people clicked to RGANM.org to learn about treatment or information about problem gambling, about 20% more than in 2022

Worried About Gambling? - RGANM.org

Ad www.rganm.org/Get-Help

New Mexico Gambling Addiction Help. Recover Your Financial Independence
Counseling Services · Continuing Education · Helping NM Since 1997
About the RGANM - Addictive Gaming Research - Get Help Now

FREE, CONFIDENTIAL HELP FOR
PROBLEM GAMBLING.



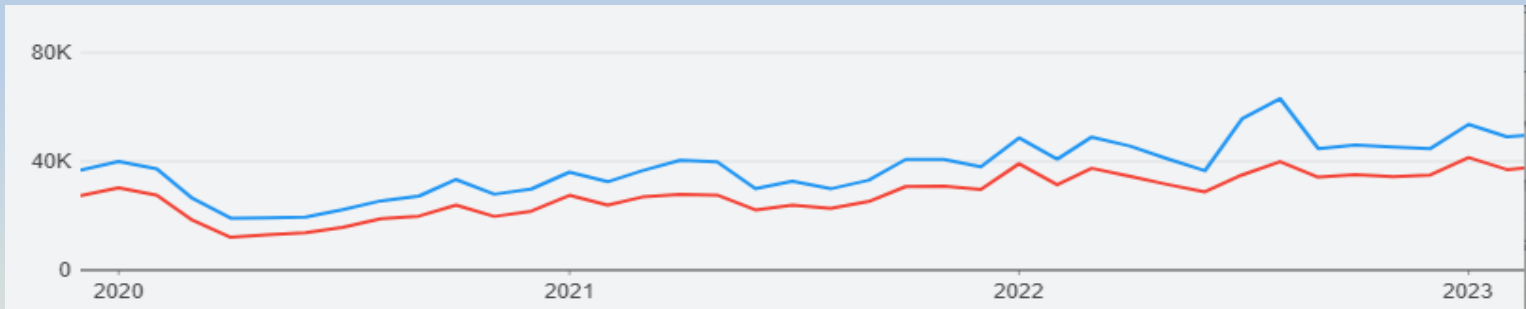
LEARN ABOUT
RESOURCES &
COUNSELING
ACROSS NM.



24/7 Helpline:
888-696-2440
RGANM.org



Education: Online Marketing



- Since 2020, there have been increases in the number of people in the US for searches like these. These are the 2023 increases vs 2022.
- The people in New Mexico find the [RGANM.org](https://rganm.org) site most often through an online ad.

Keyword ↑	Avg. monthly searches	YoY change
addicted to slots	10	-50%
addicted to sports betting	260	+23%
gamblers anonymous	14,800	0%
gambling addiction	18,100	+50%
help for problem gambling	1,300	0%
how to gamble responsibly	50	+80%
how to stop gambling	3,600	+23%
how to stop online gambling	170	+24%
treatment for problem gambling	1,900	0%



Treatment: Training

- Our 27th Problem Gambling conference was held in person at Buffalo Thunder Resort, after 2 years of online webinars.
- 466 treatment providers attended, learning from internationally and nationally-known problem gambling or addiction-related speakers.
- Webinars were provided at no cost and provided 1.5 Continuing Education Units (CEUs) each for counseling professionals to earn 12 CEUs required for license renewal.
- The 2024 conference will be in-person, Aug. 15-16, at Isleta Resort + Casino and offer CEUs.



Supporting Community Organizations

- A formal process is in place that allows treatment/prevention organizations to request funds to treat problem gamblers or provide outreach/prevention.
- Over the years, we have supported several groups. In 2023, The Evolution Group, PeopleWorks-NM, and New Mexico Asian Family Center were among those that requested and received funds.
- The organization must provide services to everyone in order to qualify for funds.



Treatment: Crisis Helpline

- For many years, RGANM provided funding for a toll-free, 24/7 hotline operated by the New Mexico Council on Problem Gambling.
- Since accountability for those funds could not be met, RGANM moved to another vendor to fulfill the hotline services in June 2016.
- Our helpline continued to operate 24/7 during Covid-19.



Treatment: Crisis Helpline

- Discounting wrong numbers and nuisance calls, each month there are approximately real 6-10 calls for help.
- Trained staff from The Evolution Group answer the calls, 24/7. We track the location, referral source, favorite casino, and other information.
- In 2023, the helpline answered 88 valid helpline calls; 8 were provided intake for treatment by The Evolution Group.



Other 2023 Highlights

- In March 2023, our E-newsletter was sent to thousands of NM counselors during Problem Gambling Awareness Month.
- We participated in a Ruidoso area Health Fair in October 2023, sponsored by Mescalero Responsible Gaming Program. 400 attendees received brochures about problem gambling. We also placed ads in their annual health publication.
- We again sponsored the 2023 Zozobra event in Santa Fe with banners and video exposure. Live attendance of more than 65,000 plus TV exposure on KOAT-TV's live broadcast, seen by 54,510 New Mexico adults.



Other 2023 Highlights

- With more properties having Sportsbooks, RGANM is putting “Play Responsibly” messages into sports venues and sports programming.
- In 2023, we had arena ads at NMSU games, reaching 65,926 in attendance . We also had 210,010 online ads within NMSU Aggie games and online information.
- We reached UNM fans through the KKOB/Sports Animal broadcasts, as well as thousands of news listeners.
- We aired 128 PSA messages in NM United games and approximately 179,000 adults 21+ with the TV ads and 125,000 online impressions in New Mexico.



RESPONSIBLE GAMING
ASSOCIATION OF NEW MEXICO

[RGANM.ORG](https://rganm.org)

FREE HELP FOR PROBLEM GAMBLING 888-696-2440

Thank you for the opportunity to share information about the Responsible Gaming Association of New Mexico work with you.

We again expanded a number of RGANM efforts in 2023, and we look forward to serving New Mexico in 2024.

